

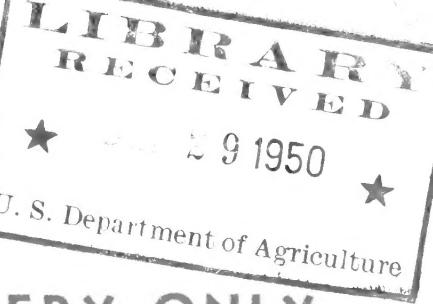
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# Paramount

## ROSES FALL DELIVERY ONLY



1950



©

FLORIBUNDA ROSE *Fashion* Pat. No. 789. \$2.00 each

See 1950 All-America Winners. Collection on Page 2

# PARAMOUNT ROSES

This latest edition of our catalog will offer you the very newest and best Roses produced by the foremost hybridizers of the world. You will exclaim over their beautiful colors, and best of all you will admire their performance in your garden. We are firm believers that "handsome is as handsome does," and

for this reason we send out only well-rooted plants, carefully handled and shipped.

If you have never tried Paramount Roses, this is your invitation to send us an order now. Fall is an excellent time to plant Roses, for then they are established in the ground and ready to send out fresh new shoots at the first hint of spring. We offer a very fine assortment of the newest varieties featured in current magazines and national advertising, as well as the old standard kinds that no garden can do without.

 is the All-America Rose Selections symbol. Each variety bearing this symbol has been a winner in competition with other new varieties during the year of its introduction. Awards are made after two years of careful, intensive testing in gardens all over the country, and judging is done by a board of about twenty-five competent judges. So watch for the A.A.R.S. mark; Roses entitled to carry it are of particular merit.

**CAPISTRANO.**  
Pat. No. 922.  
\$2.00 each

## 1950 ALL-AMERICA WINNERS

**MISSION BELLS.**  
Pat. No. 923.  
\$2.00 each

**SUTTER'S GOLD.**  
Pat. No. 885.  
\$2.00 each

### COLLECTION

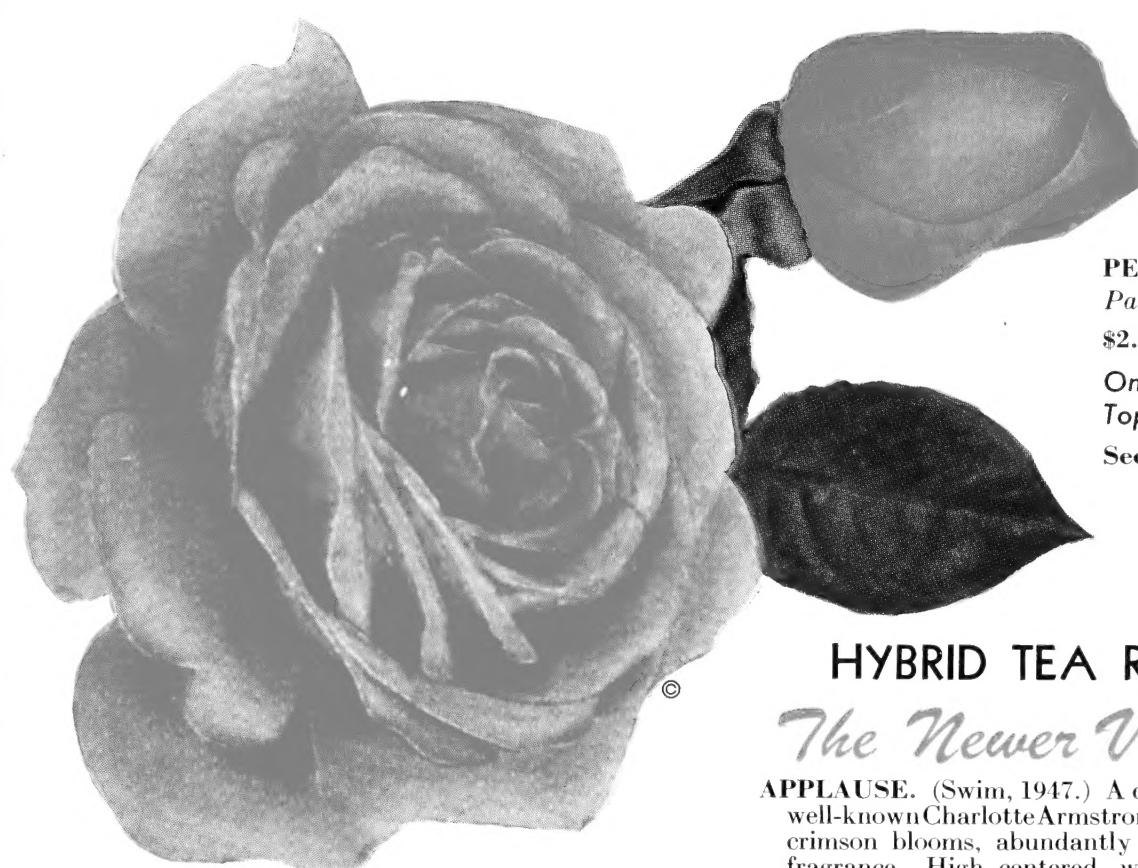
**FASHION.** Coral-pink Floribunda. See front cover. Pat. No. 789.

**CAPISTRANO.** Glowing rose-pink. Pat. No. 922.

**MISSION BELLS.** Very large, shrimp-pink. Pat. No. 923.

**SUTTER'S GOLD.** Orange through shades of yellow. Pat. No. 885.

**1 EACH** of these 1950 All-America  
Winners for **\$6.65** (value \$8.00)



**PEACE.**  
Pat. No. 591.  
\$2.00 each  
One of the  
Top Ten.  
See next page

The Roses in the following list are among the very best that have come from the world's hybridizers in recent years. Those marked with the  symbol are All-America Rose Selections. These are really the "cream of the crop," chosen as winners by a board of impartial judges after being tested in gardens all across the country. You cannot go wrong by choosing them for your own garden.



**SAN FERNANDO.** Pat. No. 785. \$1.50 each

## HYBRID TEA ROSES

### *The Newer Varieties*

**APPLAUSE.** (Swim, 1947.) A descendant of the well-known Charlotte Armstrong. Large, double, crimson blooms, abundantly produced; spicy fragrance. High centered, with petals rolled outward. A vigorous, freely branching plant. Pat. No. 829. \$2.00 each; 3 for \$5.00

**BEST REGARDS.** (Germain, 1944.) Brilliant cardinal-red inside with a deep yellow base; coppery glow on outside. Very large and full, with a high center. Strong, spreading bush. Pat. No. 652. \$1.50 each; 3 for \$3.75

**BLANCHE MALLERIN.** (Mallerin, 1940.) A beautiful white Rose with a satiny sheen on the petal surface. Long, well-formed buds to 4 inches across when open; pure snowy white. The plant is a healthy, upright grower. Pat. No. 594. \$1.50 each; 3 for \$4.00

**BRAVO.** (Swim., 1950.) A large bud developing into a double, high-centered bloom of currant-red. Slightly fragrant. Blooms all season; moderately bushy. \$2.00 each; 3 for \$5.00

**CALIFORNIA.** (Howard & Smith, 1937.) 1940 Ruddy orange toned saffron-yellow; outside of petals overlaid saturn-rose. Long-pointed buds open to flowers 5 to 6 inches across. Vigorous, with healthy glossy foliage. Pat. No. 449. \$1.25 each; 3 for \$3.15.

**CAPISTRANO.** (Morris, 1949.) Very 1950 large buds and globular, double, 36-petaled blooms of deep, glowing rose-pink that does not fade. Rich, pleasing perfume. Leathery green foliage on a large, sturdy plant that is a good producer of bloom. Long stems make it excellent for cutting. In color on page 2. Pat. No. 922. \$2.00 each; 3 for \$5.00

**CHARLOTTE ARMSTRONG.** (Lam-1941 merts, 1940.) Carmine to spectrum-red buds open to blooms of deep cerise. Long, slender buds on long stems, produced in great quantities, usually one flower to each stem. In color on page 4. Pat. No. 455. \$1.50 each; 3 for \$3.75

(Continued on page 6)

**PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME**

# The TOP TEN

INCLUDING PEACE  
and SAN FERNANDO  
PICTURED ON  
PAGE 3

**FORTY-NINER.**  
Pat. No. 792  
\$1.75 each

**NOCTURNE.**  
Pat. No. 713  
\$1.50 each

↑  
**TALLYHO.**  
Pat. No. 828  
\$1.50 each

---

## COLLECTION

of the Best 10  
All-America Winners  
Of All Time

1 each of the Roses pictured  
on these two pages, plus  
Peace and San Fernando

Illustrated on page 3

All 10 for  
**\$13.00**

(Value \$15.60)

---

**CHARLOTTE  
ARMSTRONG.**  
Pat. No. 455  
\$1.50 each

# ALL-AMERICA WINNERS OF ALL TIME

©

**RUBAIYAT**  
*Pat. No. 758*  
**\$1.50 each**

**LOWELL THOMAS.**  
*Pat. No. 595.* **\$1.50 each**

Each year since 1940, All-America Roses have been chosen by meticulous judges, entirely on the basis of how these new Roses performed in test gardens located in various parts of the United States. Now, after ten years, the BEST TEN have been chosen, on the basis of their popularity and performance over the years. You cannot make a mistake by buying this collection. Every Rose here is a top-notcher!

**MIRANDY.**  
*Pat. No. 632*  
**\$1.50 each**

**KATHARINE T.  
MARSHALL.**  
*Pat. No. 607.* **\$1.35 each**

# HYBRID TEA ROSES

## *The Newer Varieties*

**COUNTESS VANDAL.** (M. Leenders, 1932.) Copper and salmon, suffused with soft yellow. Long-pointed buds; full, fragrant flowers. Vigorous, upright plant; blooms unceasingly. *Pat. No. 38.* \$1.35 each; 3 for \$3.40

**CRIMSON GLORY.** (Kordes, 1935.) Deep, velvety crimson. Rich in color, perfect in form and delightfully fragrant. Thrifty and a free bloomer. One of the most popular Roses today. *Pat. No. 105.* \$1.35 each; 3 for \$3.40

**DIAMOND JUBILEE.** (Boerner, 1948.) Warm, 1948 glowing buff-orange, with a touch of orange-yellow at the base of the petals. Large, double, high-centered flowers on long, stiff stems, with old-Rose fragrance. Plant is sturdy and many branched. Heavy producer. *Pat. No. 824.* \$2.00 each; 3 for \$5.00

**DICKSONS RED.** (Dickson, 1938.) Glowing 1940 scarlet-red. Large, beautiful flowers on long stems, with rich fragrance. Unfading color, best in the fall. A grand exhibition type. Winner of the Clay Cup for fragrance. *Pat. No. 376.* \$1.35 each; 3 for \$3.40

**ECLIPSE.** (Nicolas, 1935.) Long, streamlined, golden yellow bud. Vigorous, upright grower producing mildly fragrant flowers on long stems, fine for cutting. Prolific. *Pat. No. 172.* \$1.35 each; 3 for \$3.40

**ELLINOR LE GRICE.** (Le Grice, 1949.) A bright yellow Rose that keeps blooming well from June till frost. Full double, 6-inch flowers, shaded maroon in the bud stage but opening strong clear yellow. Delicate spicy perfume; long stems. *Pat. No. 947.* \$2.00 each; 3 for \$5.00

**ENCHANTMENT.** (E. G. Hill Co., 1946.) Peach-pink inside, tinged yellow outside; clear yellow at base. Huge, high-centered blooms with 35 petals; long lasting and delightfully fragrant. Vigorous, upright grower. *Pat. No. 737.* \$2.00 each; 3 for \$5.00

**FANDANGO.** (Swim, 1949.) Rich deep scarlet changing to bright cerise-red as it opens. Large, ruffled petals (about 20 per bloom). Very early flowering. Vigorous, compact. Mildly fragrant. *Pat. No. 894.* \$2.00 each; 3 for \$5.00

**FIRST LOVE.** (Swim, 1950.) Long-pointed bud and open, semi-double flower borne singly on a stem. Rose to pink in color. Light green, leathery foliage. A profuse bloomer. *Pat. No. 921.* \$2.00 each; 3 for \$5.00

**FORTY-NINER.** (Swim, 1949.) Brilliant bi-1949 color. Rich yellow outside and vivid red inside, opening from a long-pointed bud of chrome-yellow, overlaid with pink, while the inside surface is orient-red. Flowers well shaped, with 30 to 40 petals. Pleasant fragrance. Bush is vigorous, with dark green foliage. In color on page 4. *Pat. No. 792.* \$1.75 each; 3 for \$4.40

**GOLDEN ANNIVERSARY.** (Mordigan, 1947.) Old-gold flushed apricot. A remarkably good plant, well branched and clothed with dense foliage. Blooms heavily and continuously. *Pat. No. 806.* \$1.50 each; 3 for \$3.75

**GOLD RUSH.** One of the best yellow climbers. Dark green, glossy foliage with long-stemmed, full-centered flowers of molten gold. \$1.25 each; 3 for \$3.15

**GOOD NEWS.** (Meilland, 1940.) Peach-pink, changing to silvery pink. Full, perfectly formed, tea-scented flowers. Bushy, strong grower; constant bloomer. A great dooryard Rose. *Pat. No. 426.* \$1.50 each; 3 for \$3.75

**GRANDE DUCHESSE CHARLOTTE.** (Ket-1943 ten, 1939.) Chestnut-colored bud, opening to firm-petaled blooms of begonia-rose or tomato-red. Buds long-pointed; flower large, double, long-lasting and unfading. Glossy dark foliage on a vigorous bush. Carnation fragrance. *Pat. No. 774.* \$1.50 each; 3 for \$3.75

**HORACE McFARLAND.** (Mallerin, 1944.) 1945 Buff-salmon color. A sturdy and upright grower with large, leathery foliage. Large, high-centered buds develop into immense, full flowers on erect stems. Free bloomer even in summer. Spicy scented. *Pat. No. 730.* \$1.50 each; 3 for \$3.75

**JUNO.** (Swim, 1949.) Bright clear pink without shading, fading gracefully as it ages. Large size and perfect form at all times, from the long tapering bud until the 40 petals begin to drop. Low, bushy plant with glossy foliage. *Pat. No. 895.* \$2.00 each; 3 for \$5.00

**KATHERINE T. MARSHALL.** (Boerner, 1944 1943.) Warm, glowing pink. A Rose of rare beauty and delicacy of form. Vigorous grower with an abundance of large flowers on long, stiff stems. Fruity fragrance. 22 petals. In color page 5. *Pat. No. 607.* \$1.35 each; 3 for \$3.40

**LOWELL THOMAS.** (Mallerin, 1943.) Glowing 1944 flowers of lemon-chrome with a light tea fragrance. Strong, upright plants with lustrous foliage. *Pat. No. 595.* \$1.50 each; 3 for \$4.00

**MANDALAY.** (Mallerin, 1942.) Huge yellow flowers sometimes 6 inches in diameter. Long and pointed in the bud form, unfolding to high-centered blooms of clear gold color. Hardy and free flowering, growing to 3 feet tall. *Pat. No. 775.* \$2.00 each; 3 for \$5.00

**MARY MARGARET McBRIDE.** (Nicolas, 1943 1941.) High-centered, large, double blooms of clear, deep coral-pink with gold at the base of the petals. *Pat. No. 537.* \$1.50 each; 3 for \$3.75

**McGREDY'S SUNSET.** (McGredy, 1938.) Saffron-yellow blushed with delicate orange. Beautiful buds and full, shapely flowers, sweetly fragrant. Very vigorous, prolific bloomer. *Pat. No. 317.* \$1.35 each; 3 for \$3.40

**MIRANDY.** (Lammerts, 1945.) Chrysanthemum-red. Big, ovoid buds are deep, rich dark red with black shadings. Full flowers with 50 petals are of beautiful form, long-lasting and wonderfully fragrant. Plant is strong and free-branching; a grand producer. In color on page 5. *Pat. No. 632.* \$1.50 each; 3 for \$3.75

# HYBRID TEA ROSES

## *The Newer Varieties*

**MISS AMERICA.** (Nicolas, 1938.) Delicate flesh tints touched with salmon and gold. Large blooms with about 60 petals. Vigorous and hardy. Grows 2½ feet tall. *Pat. No. 264.* \$1.50 each; 3 for \$3.75

**MISSION BELLS.** (Morris, 1949.) Beautiful 1950 deep salmon-pink changing to clear shrimp-pink. Full blooms often 5 inches across when open, keeping their color and fine form to the end. Pleasing coppery green foliage, abundant and healthy. Very vigorous and bushy grower; fragrant, too. In color on page 2. *Pat. No. 923.* \$2.00 each; 3 for \$5.00

**MME. COCHET-COCHET.** (Mallerin, 1934.) Coppery pink. Beautiful form, exquisite coloring, sweet fragrance. Splendid grower, free-flowering. Good for bedding and cutting. *Pat. No. 129.* \$1.50 each; 3 for \$3.75

**MME. MARIE CURIE.** (Gaujard, 1944.) 1944 Glowing, clear chrome-yellow. Buds daffodil-yellow. Large flowers, sweetly scented, ideal for cutting. Vigorous, upright grower; excellent bloomer. 25 petals. *Pat. No. 727.* \$1.50 each; 3 for \$3.75

**NEW YORKER.** (Boerner, 1947.) A red, red Rose that stays red—clear and sparkling. Huge flowers often 6 inches across, of beautiful form and lovely texture. Blooms continuously. Upright, 3-foot plants; strong cutting stems. In color on page 10. *Pat. No. 823.* \$2.00 each; 3 for \$5.00

**NOCTURNE.** (Swim, 1948.) Bright cardinal-red with chrysanthemum-crimson shadings. Long, perfect, streamlined buds open to large, double flowers. Vigorous. Pleasant fragrance. In color on page 4. *Pat. No. 713.* \$1.50 each; 3 for \$3.75

**PEACE.** (Meilland, 1945.) Buds open yellow, 1946 with edges picoted cerise; huge, glorious 5-inch blooms with 40 to 45 firm, alabaster-white petals, each edged with pink that deepens as the flower slowly opens. Very double; individual petals are large and of great substance. Plant is supremely strong and vigorous, with superb foliage. In color on page 3. *Pat. No. 591.* \$2.00 each; 3 for \$5.00

**PRIMA DONNA.** (Dickson, 1944.) Deep salmon, suffused with pink. High-centered blooms of exquisite form, with alluring scent. Vigorous, upright grower and generous producer. 35 petals. *Pat. No. 639.* \$1.35 each; 3 for \$3.40

**REX ANDERSON.** (McGredy, 1938.) A very good Rose for exhibiting because of its faultless form and enormous size when disbudded. Delicate ivory-white, opening slowly. Free and vigorous in growth. *Pat. No. 335.* \$1.50 each; 3 for \$3.75

**ROSE OF FREEDOM.** (Swim, 1947.) An ovoid, cardinal-red bud, opening to a very double, high-centered flower of medium size. The satiny petals roll outward as the bloom opens; spicy fragrance. Large, leathery foliage. Upright and vigorous in growth, blooming freely and continuously. *Pat. No. 791.* \$1.50 each; 3 for \$3.75

**RUBAIYAT.** (McGredy, 1947.) Brilliant red. 1947 Long, graceful buds open to rich-hued crimson blooms of lovely form. Rugged bush with luxuriant growth. Profuse bloomer; old-Rose fragrance. In color on page 5. *Pat. No. 758.* \$1.50 each; 3 for \$3.75

**SAN FERNANDO.** (Morris, 1948.) Currant-red. Pointed, well-formed buds on stiff stems open to glowing, bright scarlet. Compact, vigorous; dark, leathery foliage. Fragrant. In color on page 3. *Pat. No. 785.* \$1.50 each; 3 for \$3.75

**SLEIGH BELLS.** (Paul J. Howard, 1949.) Has 40 or more white petals of heavy substance. Very large flowers, lovely at all stages, borne on long stems. Blooms freely. *Pat. app. for.* \$2.00 each; 3 for \$5.00

**STERLING.** (E. G. Hill, Co., 1933.) Beautiful pink. The long-pointed bud of brilliant pink opens into a large bloom, lasting when cut; fragrant. *Pat. No. 21.* \$1.50 each; 3 for \$3.75

**SUNSET GLORY.** (Boerner, 1947.) Yellow, pink and bronze tones delicately blended. Golden yellow buds suffused soft pink, opening to graceful, 5-inch blooms of glowing yellow. Strong plants; free blooming. Fine for cutting. *Pat. No. 738.* \$1.50 each; 3 for \$3.75

**SUTTER'S GOLD.** (Swim, 1949.) Orange 1950 buds, opening to double, high-centered flowers of golden orange through shades of yellow. Strong tea fragrance. Vigorous and upright; 3 to 4 feet tall. In color on page 2. *Pat. No. 885.* \$2.00 each; 3 for \$5.00

**TAFFETA.** (Lammerts, 1948.) Long-stemmed, 1948 perfectly formed, fragrant buds of rich pink and salmon tones in changeable combinations. Rich carmine-rose predominates; reverse side shows yellow. Fine for cutting. Upright, bushy, with huge, glossy, dark foliage. *Pat. No. 716.* \$1.50 each; 3 for \$3.75

**TALLYHO.** (Swim, 1949.) Outside of petals 1949 fluctuates from crimson to cardinal-red; the inside is rose-red shading pink. Large, double bloom of graceful form. Robust, upright. Abundant, continuous bloomer; rich spicy fragrance. In color on page 4. *Pat. No. 828.* \$1.50 each; 3 for \$3.75

**TEXAS CENTENNIAL.** (Dixie Rose Nurs., 1935.) Brilliant vermillion-red. Long, perfect buds; large, richly fragrant blooms on long stems. Color and substance marvelous in the fall. Ideal for cutting. Unusually vigorous, with an abundance of healthy foliage. *Pat. No. 162.* \$1.25 each; 3 for \$3.15

**TOM BRENEMAN.** (Fred H. Howard, 1950.) Very large and globular, rose-pink blooms with heavy fragrance. Leathery, dark foliage on a healthy plant. *Pat. app. for.* \$2.00 each; 3 for \$5.00

**VALIANT.** (Boerner, 1948.) Bold red flowers with outer petals reflexed. High centered and often 5 to 6 inches across. Hardy and vigorous in growth. *Pat. No. 914.* \$1.35 each; 3 for \$3.40



# PARAMOUNT'S

## 9 fine Rose Plants for \$8.75

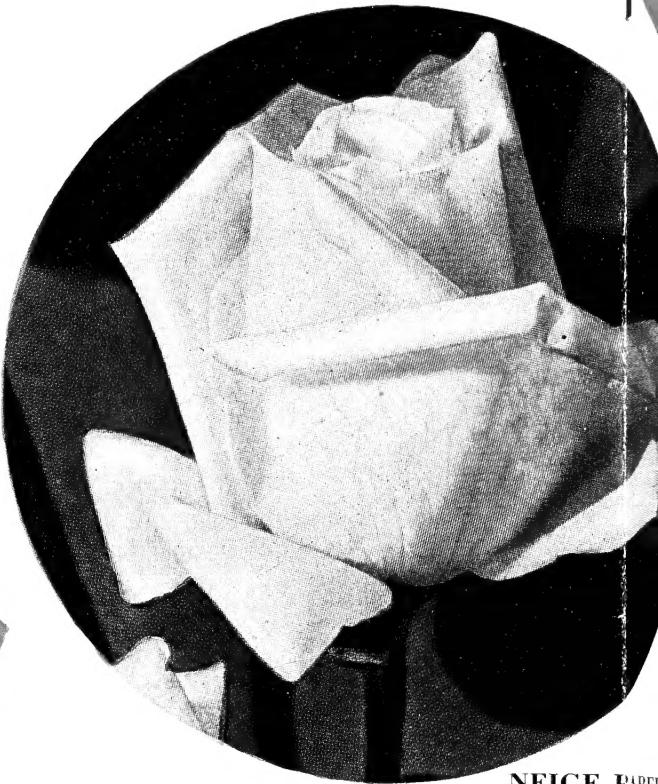
(Value \$10.35. Delivery Free)

### 5 for \$4.75

(Value \$5.75)

PRES.  
HERBERT  
HOOVER

EDITOR  
McFARLAND



NEIGE PAR

SISTER  
THERESE

POINSETTIA

# Special Nine



MRS. P. S.  
DU PONT

EDITH NELLIE  
PERKINS

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We recommend membership in the American Rose Society to all Rose lovers. Write Dr. R. C. Allen, Secretary, Box 687, Harrisburg, Pa.

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NEIGE PARFUM

CONDESA  
DE SASTAGO

AMI QUINARD

## HYBRID TEA ROSES

## • Standard Kinds

Prices of all Standard Kinds \$1.15 each; 10 for \$9.25

In any combination desired • Delivery Free

These are the best of the older kinds, all tested for years and found generally satisfactory everywhere. Some, like Frau Karl Druschi and Kaiserin Auguste Viktoria, go back to the "Gay Niueties," while others are more recent. They are all monthly bloomers and are the mainstays of every garden.

**AMI QUINARD.** Blackish maroon, opening into semi-double flowers of rich velvety red, with blackish luster. Flowers have 17 petals. Strong, upright grower with old-time fragrance. In color on page 9.

**AUTUMN.** Radiant burnt-orange. Richly colored, exquisitely formed buds open to fragrant flowers in a rainbow of colors—red, orange, yellow and pink. Perfectly upright grower, very vigorous. Active bloomer. Very full flower with 70 petals.

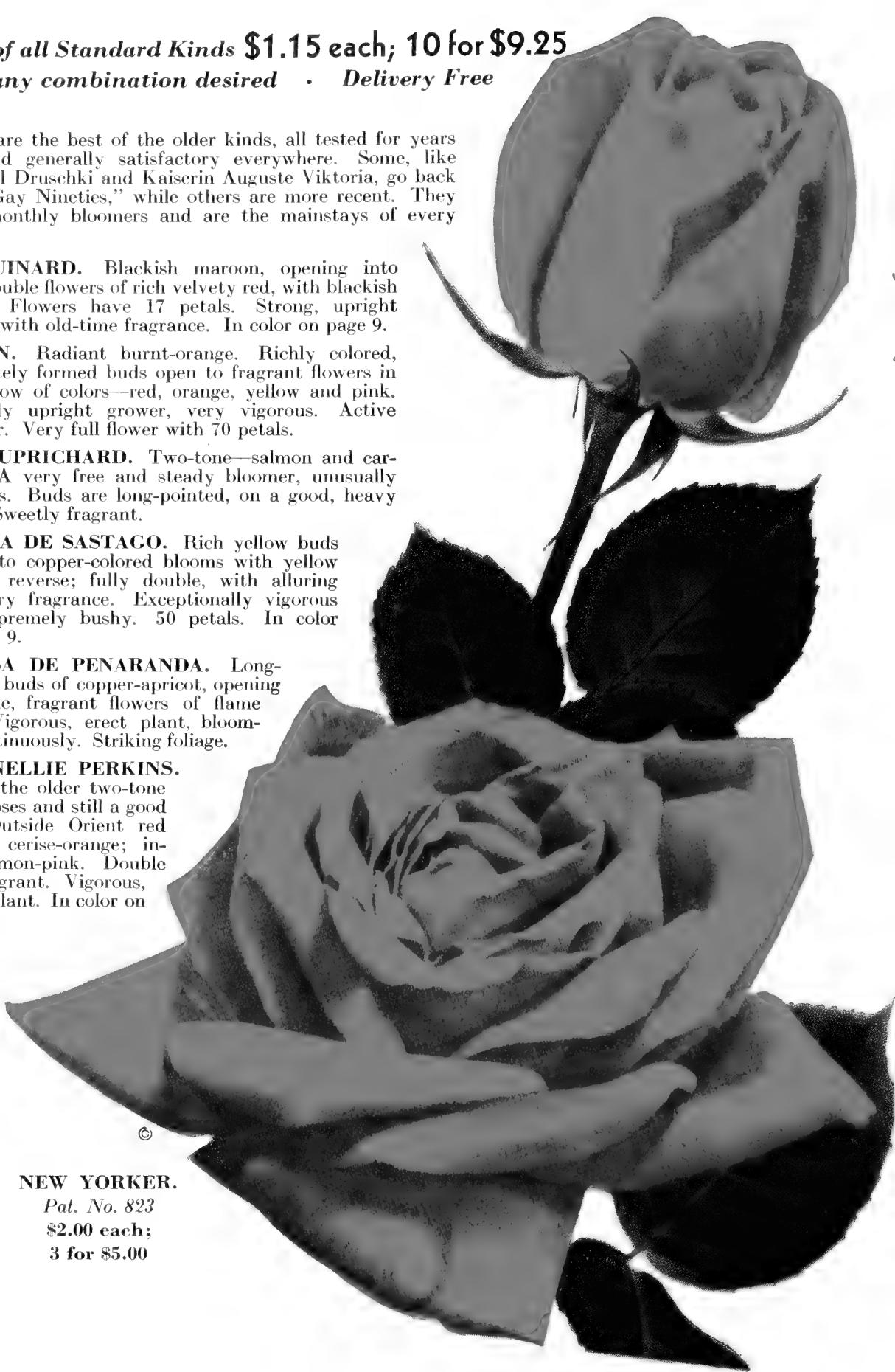
**BETTY UPRICHARD.** Two-tone—salmon and carmine. A very free and steady bloomer, unusually vigorous. Buds are long-pointed, on a good, heavy stem. Sweetly fragrant.

**CONDESA DE SASTAGO.** Rich yellow buds unfold to copper-colored blooms with yellow on the reverse; fully double, with alluring raspberry fragrance. Exceptionally vigorous and supremely bushy. 50 petals. In color on page 9.

**DUQUESA DE PENARANDA.** Long-pointed buds of copper-apricot, opening into fine, fragrant flowers of flame color. Vigorous, erect plant, blooming continuously. Striking foliage.

### EDITH NELLIE PERKINS.

One of the older two-tone pink Roses and still a good one. Outside Orient red shaded cerise-orange; inside salmon-pink. Double and fragrant. Vigorous, bushy plant. In color on page 9.



### NEW YORKER.

Pat. No. 823

\$2.00 each;

3 for \$5.00

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

# HYBRID TEA ROSES

## • Standard Kinds

**EDITOR McFARLAND.** Deep pink that does not fade. Large flowers of excellent form on long stems; long lasting when cut and slightly fragrant. Plant is unusually vigorous. One of the best pinks. In color on page 8.

**FRAU KARL DRUSCHKI.** The white American Beauty. Snow-white blooms of immense size, fully double and of perfect form. Very hardy and vigorous. Good for exhibition.

**GIRONA.** Turkey-red and golden yellow combined to make a striking Rose. Petals of heavy substance, with rich fragrance. Fine for cutting.

**KAISERIN AUGUSTE VIKTORIA.** Cream-white, with greenish tint in the center. Large and perfectly formed blooms, fully double, on long stems; richly fragrant. Constant bloomer with healthy foliage. 99 petals.

**McGREDY'S SCARLET.** Velvety, brilliant scarlet. A stout grower, bearing large flowers of excellent form on long stems. Liberal producer with tough constitution. A very satisfactory Rose.

**McGREDY'S YELLOW.** Canary-yellow flower of elegant form, still beautiful when fully open. Vigorous in growth, free blooming, with healthy, glossy foliage. A fine unfading Rose.

**MME. JULES BOUCHE.** White. Bushy, vigorous grower producing many long-pointed, mildly fragrant flowers on long stems. Has perfect growing habit.

**MRS. E. P. THOM.** Clear yellow of uniform color. Vigorous and upright splendid plant habit. Full, double flower, sweetly scented.

**MRS. P. S. DU PONT.** Golden yellow, long-pointed buds and flowers in great profusion; spicy fragrance. A low grower but stably built. A prolific bloomer, like a Floribunda. In color on page 9.

**NEIGE PARFUM.** Wonderful lemon-verbena fragrance; one of the most highly perfumed of all Roses. Bud is slightly tinted with cream; the open flower is beautiful white, peony form. In color on page 8.

**POINSETTIA.** Rich scarlet, even and distinct. Beautifully shaped buds and large, brilliant blooms, slightly fragrant. Tall, healthy grower; profuse bloomer. A very fine Rose. In color on page 8.



Our Bean Field Sprayer, with 300-gal. tank, and generating 500 lbs. pressure. It carries 32 nozzles, four to each row, spraying eight rows each round.

**PRESIDENT HERBERT HOOVER.** Yellow-orange and scarlet in a luscious blend. Large, glorious blooms on long, strong stems that make each flower a bouquet; richly fragrant. Exceptionally vigorous bush that blooms freely. In color on page 8.

**RADIANCE.** The most dependable Rose in America. Brilliant carmine-salmon with reverse rose color. Its thrifty habit of growth and rugged character reach perfection. Produces a host of large flowers with true Rose fragrance.

**RED RADIANCE.** Clear, genuine red. The counterpart of Radiance and its inseparable companion in the garden. Has all the qualities of Pink Radiance but a richer color.

**SISTER THERESE.** "The Little Flower." Golden yellow; bud touched with orange-carmine. Exquisite, long-pointed bud, making a fine, fragrant cut flower. Active grower with a spreading habit. A very free bloomer. In color on page 8.

**TALISMAN.** Beautiful mixture of golden yellow, orange and scarlet, varied in every bloom. Richly colored buds on long stems. Fine for cutting, especially in the fall; very fragrant. Upright, vigorous; constant bloomer.

**YELLOW TALISMAN.** A yellow sport of the famous and popular Talisman Rose. Excellent for cutting; fragrant.

## • HOW TO PLANT ROSES •

Rose-beds should be prepared well in advance of the arrival of the plants.

Roses require sun, at least half of the day. Protection from strong winds is also desirable. The beds should be placed where the soil is naturally well drained, or drainage should be provided. The soil should be good garden loam. If it is poor, remove the top 8 to 10 inches, spade up the bottom, mixing in some good manure, and replace the top portion with good top-soil, letting it settle well before planting.

The Roses should be planted about 12 to 15 inches apart each way, varying the distance somewhat, depending on the vigor and spread of the varieties selected.

All Roses should be planted as soon as received. But the bundles can usually be kept intact for a week, if kept in a cool, dark place. If delayed in planting for more than one week, remove the plants from the bundles, and hill them in carefully in a shady and moist place, until wanted.

When planting in the fall, no pruning is necessary, but cut-

ting back to 6 to 8 inches can do no harm. Immediately after planting, hill the soil around each plant for at least 6 inches.

In planting in the spring, trim the branches back to 4 to 5 inches. If planting late in the spring, when it is warm, and it often is after the middle of April, hill the soil up slightly and keep the plants shaded from the sun for several weeks; water well each day.

Full planting directions are sent with each shipment, and one should read them carefully before proceeding with the job.

The best spray for Roses is TRI-OGEN, a complete insect spray and fungicide. It stimulates plant-growth and is harmless to foliage or blooms. It is convenient, easy and pleasant to use and is triple acting. It can be purchased at more seed stores or in any garden department of general stores. If you cannot secure it locally, please write to us and we will secure it for you.

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

# Preview to ROSE PARAMOUNT

PATENT PENDING

HERE is a descendant of the famous Charlotte Armstrong Rose that we are very proud to present to all who want to get acquainted with the newest and finest in the Rose world. It has been tested for four years before being introduced, so we know what we are talking about when we say it is *good!* The bud is similar in form to Charlotte Armstrong—long, delicately pointed, carried singly on splendid stems. The color is salmon on the outside with yellow base, blended with rose color throughout; peach color predominates on the center petals. The flowers have an average of 30 petals, with light tea fragrance. The vigorous, tall, bushy plant will remind you of the President Hoover Rose.

**\$2.00 each; 3 for \$5.00**



# HARDY *Climbing Roses...*

Climbers are excellent for mass decoration and splendid for backgrounds in the garden. They give the largest quantity of blooms for your money and have many uses. They can be trained against a fence, on a pillar or against a garage, and may be left to trail on a sloping bank. They need the least protection and attention of any group of Roses.

**BLAZE.** The everblooming Paul's Scarlet Climber. Bright scarlet color that holds well. Masses of large, well-shaped flowers on long stems. At its best when trained on a pillar or post. Blooms in midseason and repeats during the summer and fall. \$1.50 each; 3 for \$3.75

**CITY OF YORK.** White. Semi-double, 3-inch flowers. Hardy, strong grower. Blooms early. A new climber with a high rating. \$1.50 each; 3 for \$3.75

**CLIMBING AMERICAN BEAUTY.** Crimson. Large, fragrant flowers of fine form, borne in clusters. Blooms early in the season. \$1.15 each; 3 for \$3.00

**DOUBLOONS.** A radiant yellow climber with large, compact, double blooms coming in clusters; spicy fragrance. Vigorous grower with long, heavy canes. Noted for hardiness. Beautiful foliage of dark, velvety green. Blooms early. *Pat. No. 152.* \$1.50 each; 3 for \$3.75

**DR. J. H. NICOLAS.** Deep rose-pink. Very large, fully double blooms like Hybrid Teas, with a rich perfume. A free-blooming climber that is especially fine as a pillar Rose. Repeats through summer and fall. *Pat. No. 457.* \$1.50 each; 3 for \$3.75

**HIGH NOON.** (Lammerts, 1947.) Intense, clear shining yellow. Medium-sized buds are borne on long, almost thornless stems, well clothed with light green, glossy foliage. Plant is luxuriant, bushy, many-stemmed and reaches a height of 8 feet. Produces many magnificent buds in the spring and additional bursts of bloom throughout the growing season. Needs some protection over the winter. *Pat. No. 704.*

\$2.00 each; 3 for \$5.00

**KING MIDAS.** Golden yellow. Vigorous and fast grower with large, double flowers, slightly fragrant. Dark green, leathery foliage. An early bloomer. *Pat. No. 586.* \$1.50 each; 3 for \$3.75

**NEW DAWN.** Blush-pink. The everblooming Dr. W. Van Fleet. Blooms in profusion in June and repeats throughout the summer and fall. Perfectly formed, pointed buds on fine long stems. Very vigorous, with glossy foliage and sturdy canes. Has old-Rose fragrance. \$1.50 each; 3 for \$3.75

**PAUL'S SCARLET CLIMBER.** Brilliant scarlet. The flowers are large and beautifully formed, borne in clusters and making a vivid splash of color that holds clear and true. The blooms come on long stems, good for cutting. Medium grower, ideal for pillars. Blooms in midseason.

\$1.15 each; 3 for \$3.00

**SPANISH BEAUTY (Mme. Gregoire Staechelin).** Pearl-pink, splashed with red. Large, fragrant blooms on long stems. Fine for cutting. Delightfully fragrant. Blooms early. Needs some protection over the winter. \$1.15 each; 3 for \$3.00



© DR. J. H. NICOLAS. *Pat. No. 457.*  
\$1.50 each

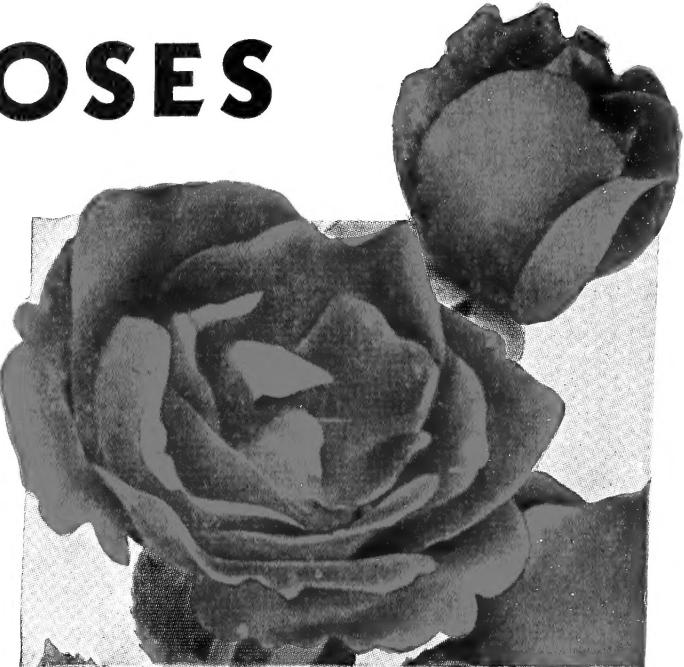


BLAZE. \$1.50 each

# Floribunda ROSES

## Large-Flowering Bedding ROSES

Floribundas are top-notch for borders and general mass planting. They grow taller and much bushier than Hybrid Teas, and the plants are simply covered with masses of bloom in one wave after another all summer long. They are most effective in beds or borders of one variety. Blooms are carried in clusters; some varieties are semi-double, some very double, and others are like perfect miniature Hybrid Teas. Floribundas are very easy to care for and will repay you many times over for the space they occupy.



© WORLD'S FAIR. Pat. No. 362. \$1.25 each

**FASHION.** A gay new color—warm oriental-red 1950 buds becoming sparkling coral-pink suffused with gold. Blooms from June to frost. Delicate fragrance. In color on front cover. Pat. No. 789.

 \$2.00 each; 3 for \$5.00  
**FLORADORA.** Dazzling bright cinnabar color 1945 with shades of scarlet. Buds are exquisitely formed, produced in profusion on a neat, symmetrical bush. Foliage glossy olive-green. Grows to a height of 2½ feet.

\$1.25 each; 3 for \$3.15

**GOLDILOCKS.** Rich golden yellow. Very double blooms, 3 inches across. Spreading, bushy; dark foliage. In color on back cover. Pat. No. 672.

\$1.50 each; 3 for \$3.75



© PERMANENT WAVE. Pat. No. 107. \$1.25 each

**BETTY PRIOR.** Bright red buds open to single flowers of shell-pink, giving a glorious two-tone effect resembling pink dogwood. Prolific. Grows to 3 feet. In color on back cover. Pat. No. 340.

\$1.25 each; 3 for \$3.15



© FLORADORA. \$1.25 each

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PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

# FLORIBUNDA COLLECTION

1 each of the

**6**

Floribundas illustrated  
on these two pages

**\$6.45**

(Value \$7.75)

3 of each

**\$16.25**

(Value \$19.50)



**SUMMER SNOW.** Pat. No. 416. \$1.25 each

©



©

**PINOCCHIO.**

Pat. No. 484

\$1.25 each

**RED PINOCCHIO.**

Pat. No. 812

\$1.50 each

©



©

1940

WORLD'S FAIR.

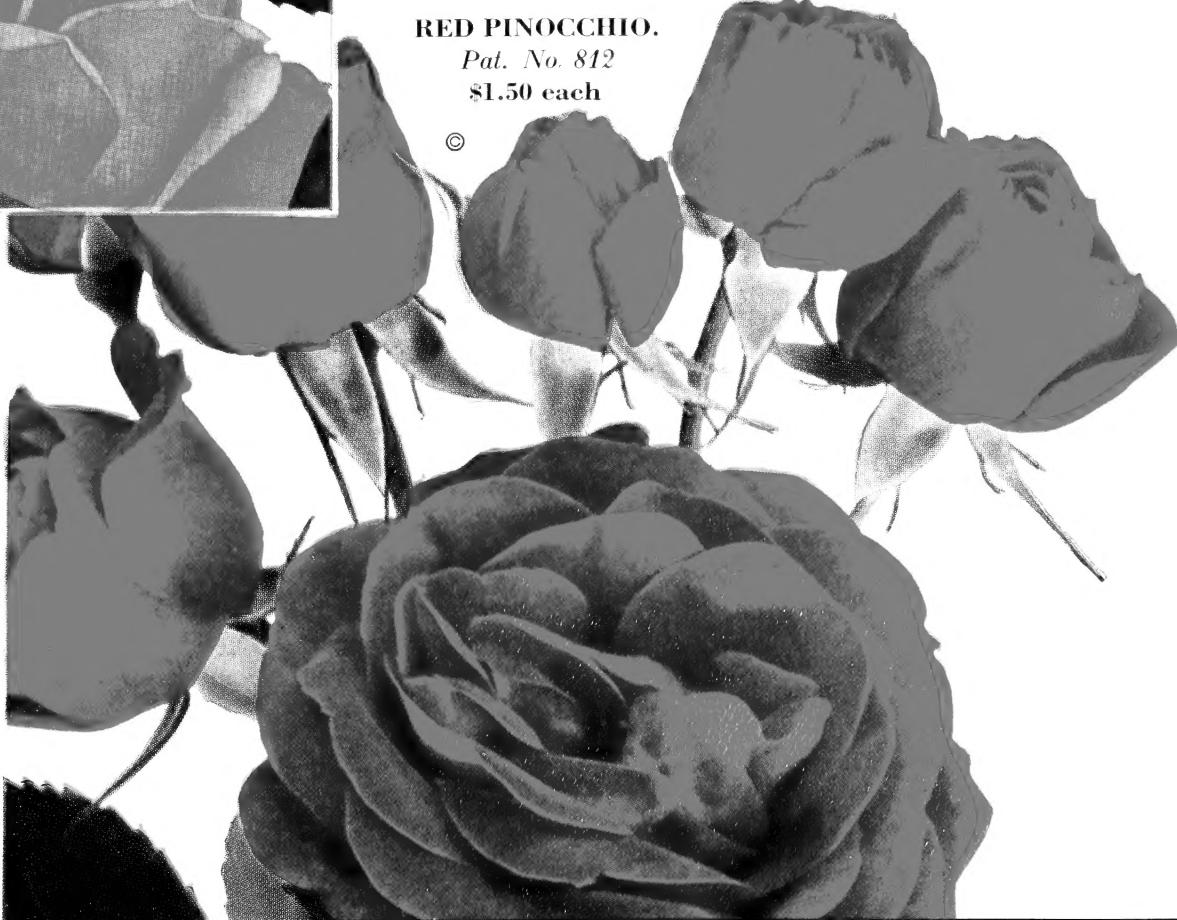
Velvety crimson-scarlet. Large

clusters of rich red cover the bush continu-

ously. Big, double flowers. Healthy, vigorous

and prolific. Grows 2½ to 3 feet high. Pat.

No. 362. \$1.25 each; 3 for \$3.75



# FLORIBUNDA ROSES

*at their  
finest*



© BETTY PRIOR. Pat. No. 340. \$1.25 each

## *Betty Prior*

Pat. No. 340

A very attractive Floribunda all through the summer. Bright red in the bud stage, opening to shell-pink. A tall, free-blooming plant excellent for borders, hedges and roadside planting. \$1.25 each; 3 for \$3.15.

## *Goldilocks*

Pat. No. 672

Clusters of miniature Hybrid Tea flowers of rich golden yellow. Long lasting and very colorful; wild-Rose fragrance. Masses of bloom the entire season on a well-shaped plant. \$1.50 each; 3 for \$3.75.



© GOLDILOCKS. Pat. No. 672. \$1.50 each

**PARAMOUNT NURSERIES, A. & A. D. Vanderkraats, Props. WEST GROVE, PA.**